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What the Industry Reads First

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WICT WLC: Leadership Lessons From Women of Color

Day 1 of **WICT's** Leadership Conference closed with an inspiring gen session from a quartet of women of color in the cable industry. And it did not disappoint. The panel, presented in partnership with **NAMIC** and the **Walter Kaitz Foundation**, kicked off with some advice from each of them—given to their younger selves 20 years ago. “You don’t have to do it all yourself,” said **Scripps Networks Interactive** digital evp *Tamara Franklin*. “It’s very lonely that way... leverage the people around you,” and take advantage of all the resources that you have. Secondly, not everything is a competition. “It’s a lot more fun when there’s much more camaraderie.” And third, make sure you focus on your health. Women of color need to be resilient within the corporate experience due to additional stress, she said. “If you are multilingual and you have an accent, that’s not actually a disadvantage,” **ESPN's** Diversity, Inclusion, & Wellness vp *Monica Diaz* advised her younger self. “Think about your differences as assets, not shortcomings.” She’s even given that asset a name, the crowd learned: “I have ‘language capital,’” she quipped. **Comcast Cable** Operations & Compliance svp *Susan Jin Davis* reminded the crowd that it’s more challenging for women of color to get sponsors, “because it won’t necessarily happen naturally.” It’s important to make more of an effort with that. On sponsors, **TV One** content distribution & marketing evp *Michelle Rice* had a slightly different take: “Let’s be realistic: everybody’s not going to be fortunate enough to have a sponsor.” She recommended building and focusing on your own network and remembering to be your authentic self, because you bring something to the table. Defining the unique experience of women of color, Diaz reflected on the strange dichotomy that they live with every day: “Are we representing [an entire group], or are we ourselves? Like it or not, I have to be myself,” she said, but she also embraces representing a group, in her case a Spanish-speaking Puerto Rican, as best as she possibly can. “You cannot dodge the ball” of representation, she said. Rather, it’s about finding balance between representing a group and sharing your personal experience. Davis, born in the US as a child of 1st generation Korean parents, concurred: “Whether you like it or not, you are representing... I just want everyone to know I, too, celebrate Thanksgiving.” Jokes aside (and there were plenty), the panelists stressed that women of color should embrace their gifts. For instance, because Davis’ parents did not speak English, she had to learn “to be the best speaker on this planet, so I could speak for them.” And that, in turn, turned her into a great communicator. Franklin said she has integrated learnings from past jobs, when

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she found she was sometimes the last person to get the information, into her management strategy. “I think about transparency... I also think about clarity. Sometimes the goal post moves on you... I try to be very clear about that.” So what can people do at their companies to advance women of color? “When you’re in a leadership role and you have an opportunity to mentor, you should do it,” Rice suggested. Look to leaders in your organization to support you. Diaz said that real inclusion means leveling the playing field and including all—such as including the (few) men in the conference audience. “Development and inclusion is a 2-way street,” she said. It’s crucial to seek different perspectives and be intentional about it. And lastly, it’s about showing your value and standing up. An issue for some women of color, Davis noted, is that they may be too grateful for being in the company and they don’t ask for what they want. “Just ask for what you deserve.”

Emmys: Move over **HBO**. **FX** tied the premium net and Emmy darling Sun night, with each network taking home 6 Emmy Awards. When Creative Arts Emmys are added in, HBO had the upper hand with 22 in all. But FX wasn’t far behind with 18—a basic cable record. **Netflix** had 3 wins Sun evening, followed by **PBS** (2), **Amazon** (2) and **NBC** (2). HBO’s “Game of Thrones” received the most awards, 12 in all, with FX’s “The People vs O.J. Simpson: American Crime Story” winning 9 Emmys, including outstanding limited series. Thrones won the best drama category, while HBO’s “Veep” took home the best comedy honor. Game of Thrones’ lifetime total of 38 Emmys makes it the winningest scripted series ever, with it one ahead of previous record holder, long-running comedy “Frasier.” Other cable nets taking home awards Sun night include **Comedy Central** (“Key & Peele” won in the Variety/Sketch category), **AMC** (a directing award for “The Night Manager”), **USA** (*Rami Malek* for outstanding lead actor in drama series “Mr Robot”) and **BBC America** (*Tatiana Maslany* for her many roles in “Orphan Black”).

DirectTV-Heartland: **Heartland Media** stations, which went dark on **DirectTV** Aug 10, returned to the satcaster’s lineup Sat. Stations involved in the dust-up include Tupelo, MS, **NBC** affil **WTVA** and Eugene, OR, **ABC** affil **KEZI**.

WICT Notebook: Actor, activist and award-winning playwright *Danai Gurira*, known in the cable world as the badass character of *Michonne* on **AMC’s** “The Walking Dead,” said she was known as a “loudmouthed girl... at least that’s what folks used to tell me.” Gurira grew up in a household that encouraged intellectual discourse from the start. She believed in her own voice and was urged to use it. “But that wasn’t what I experienced the second I walked out of the house,” she said at the **WICT Leadership Touchstones Luncheon** Mon during her keynote. Shockingly, we are still in a time where the gender gap is the norm, she said. But she was able to give her “outrage an outlet” with storytelling, by inspiring real change in allowing new voices to connect with audiences. Her goal became to tell the stories of African women here in America, and to break the barriers between black women and the audience by creating connections. “That’s always my goal,” she said. And to “bring about a world that little loudmouthed girl out there right now walks out of her house and finds a world ready to validate her voice.” The event recognized **Comcast Cable** Beltway Region svp *Mary McLaughlin* and **espnW** and Women’s Initiatives svp for **ESPN** *Laura Gentile* as WICT Women to Watch, as well as **Scripps Networks Interactive** chief programming, content & brand officer *Kathleen Finch* as Woman of the Year. Raised by a 1970s Greenwich village feminist, Finch reminisced about the day she heard familiar words coming out of her mouth and realized “holy sh*t, I’ve become my mother.” But clearly that’s working for her. “I hope we can make it easier for our daughters and the women coming up behind us,” she said. -- It wasn’t easy keeping the secret, given that **Comcast’s** *David Cohen* and Internet Essentials national spokeswoman *Jackie Joyner-Kersey* have been touring the country to promote the low-cost Internet program, but he pulled it off. At the WICT opening session Mon, Cohen presented the track and field Olympic gold medalist with a generous gift for the Jackie Joyner-Kersey Center in her hometown of East St. Louis, IL. The center is dedicated to improving the lives of families and individuals in the metro area with programs, services and education. Comcast is buying 20 new computers for the lab, 2 additional printers, a 3D printer, a promethean board and a couple big screen TVs. **Charter** will wire up the new wing of the center, install new WiFi hotspots and waive the fees for the service. She has made so many good things happen for people, and “we wanted to make a very good thing happen to you,” Cohen told a visibly moved Joyner-Kersey. “I’m never been speechless...” she joked. It’s particularly meaningful for her, as it was the arrival of a new community center in her hometown back in the day that acted as “a lightning rod” and propelled her forward, inspired her get involved in track and field and, with the help of love and support from others, motivated her to work hard and pursue her dreams.

Netflix Beta on Comcast: Comcast X1 users across the country will see a **Netflix** Beta Program rollout in the next few

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days, according to a joint blog from the companies. The beta program will be in the “Comcast Labs” section of X1.

Set-Top Drama: NCTA joined AT&T Mon to send the FCC their legal analysis of the revised set-top proposal—on spiffy new letterhead for the **NC-TA—The Internet & Television Association**. The 2 repeated concerns that it would intrude on programmers’ negotiated copyright licenses and agreements with distributors. But they also tackled problems they see with the apps-based approach. “It would regulate the distribution and use of apps expansively—not just an open standard HTML5 app that could serve as a universal in-home set-top box replacement, but apps that are already deployed and in wide market use, including out-of-home TV Everywhere services distributed over the Internet,” they wrote. They also complained that each MVPD would have to build and maintain apps for an indefinite amount of time for an indeterminate number of retail platforms. Meanwhile, 8 rural advocacy groups (including **Access Humboldt** and the **National Digital Inclusion Alliance**) told the FCC that they like it. The proposal “will provide tremendous economic relief to the poorest rural customers—many of whom do not have access to affordable broadband fast enough or reliable enough to allow them to ‘cut the cord’ and receive over the top services,” the groups wrote.

Cablefax Daily Stockwatch

Company	09/19 Close	1-Day Ch	Company	09/19 Close	1-Day Ch
BROADCASTERS/DBS/MMDS					
DISH:	52.29	0.22	INTEL:	37.16	(0.51)
ENTRAVISION:	7.39	0.02	INTERACTIVE CORP:	58.20	(0.11)
GRAY TELEVISION:	11.04	0.04	LEVEL 3:	49.14	0.48
MEDIA GENERAL:	18.02	0.21	MICROSOFT:	56.93	(0.32)
NEXSTAR:	54.38	0.86	NETFLIX:	98.06	(1.42)
SINCLAIR:	28.68	(0.05)	NIELSEN:	52.31	0.13
TEGNA:	21.35	(0.06)	SEACHANGE:	2.83	(0.02)
MSOS					
CABLE ONE:	563.39	8.79	SONY:	31.89	0.10
CHARTER:	262.93	(3.01)	SPRINT NEXTEL:	6.65	UNCH
COMCAST:	65.85	(0.07)	SYNACOR:	3.00	0.09
GCI:	13.50	(0.17)	UNIVERSAL ELEC:	72.95	0.76
LIBERTY BROADBAND:	68.62	0.82	VONAGE:	6.43	0.08
LIBERTY GLOBAL:	32.79	0.27	YAHOO:	43.19	(0.48)
SHAW COMM:	19.63	0.04	TELCOS		
SHENTEL:	26.44	0.20	AT&T:	40.06	(0.14)
PROGRAMMING					
21ST CENTURY FOX:	23.93	0.03	CENTURYLINK:	27.04	0.15
AMC NETWORKS:	51.46	0.57	FRONTIER :	4.30	0.02
CBS:	51.08	(0.71)	TDS:	26.99	(0.29)
DISCOVERY:	24.55	0.20	VERIZON:	51.20	(0.68)
DISNEY:	92.63	0.07	MARKET INDICES		
GRUPO TELEVISIA:	24.41	UNCH	DOW:	18120.17	(3.63)
HSN:	40.50	0.53	NASDAQ:	5235.03	(9.54)
LIONSGATE:	20.61	(0.98)	S&P 500:	2139.12	(0.04)
MSG NETWORKS:	18.25	0.12			
SCRIPPS INT:	60.11	0.23			
STARZ:	31.15	(0.59)			
TIME WARNER:	75.71	0.86			
VIACOM:	41.23	(0.2)			
WWE:	19.39	0.07			
TECHNOLOGY					
ADVANTAGE:	1.72	0.02			
AMDOCS:	59.33	0.07			
AMPHENOL:	63.76	0.81			
APPLE:	113.58	(1.34)			
ARRIS GROUP:	28.24	(0.05)			
AVID TECH:	7.64	0.04			
BLNDER TONGUE:	0.56	(0.01)			
CISCO:	31.02	0.18			
COMMSCOPE:	31.07	0.57			
CONCURRENT:	5.55	0.06			
CONVERGYS:	29.10	0.24			
CSG SYSTEMS:	42.37	(0.27)			
EHOSTAR:	39.86	1.26			
GOOGLE:	765.70	(3.18)			
HARMONIC:	4.64	(0.02)			

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Diversity Week Commentary by Steve Effros



Sometimes what needs to be said is best and most eloquently said by others. That's the case this week as we seek to honor and promote diversity in our industry. My 35-year-old son, Jamie, just put the following note and link on his Facebook page. I can't say it any better. Read the note, and as important, read the linked article. Change, unfortunately in this case, takes time. But at least it appears we may be going in the right direction.

Jamie's note:

This is so long overdue, and so important. My mom took me to the Smithsonian museums every Wednesday after school, and they absolutely shaped my way of looking at the world. Without my knowing it, their existence codified the importance of all those particular histories. To the child-me, a museum had always been there—the

consensus of all of us about what was most important to remember, to memorialize, and to study. I am so grateful that one day I can bring my kids to this museum and they will experience it as if it always had been there, and their minds will be shaped differently than mine and all of us who knew a world before it. (Thanks, Mom)

The National Museum of African American History and Culture

A curated walk through the hallways of the newest Smithsonian museum before it opens next week. Thirteen years in the making, it attempts to depict the pain and pride... Read the *New York Times*' piece on the soon-to-open Washington, DC, museum [here](#).

T:202-630-2099
steve@effros.com

(Steve Effros was President of CATA for 23 years and is now an advisor and consultant to the cable industry. His views do not necessarily reflect the views of Cablefax.)

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